**OUTLINES OF TESTS,**

**SYLLABI AND COURSES OF READING**

**FOR**

**B. Voc. COMPUTER GRAPHIC DESIGNING**

**Second Year**

**(Third and Fourth Semester)**

**FOR**

**2019-20, 2020-21 and 2021-22 Sessions**

**PUNJABI UNIVERSITY**

**PATIALA**

**B. VOC. COMPUTER GRAPHIC DESIGNING Second Year (3rd Semester)**

**(2019-20, 2020-21 and 2021-22 Sessions)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Code** | **Title of Paper** | **Credits** | **University Examination** | **Internal Assessment** | **Max. Marks** | **Exam. Duration Hours** | |
| **BVCGD311** | Functional English – I  Writing Skills & Functional Grammer | 6 | 75 | 25 | 100 | 3 |
| **BVCGD312** | Fundamentals of Printing Technologies | 6 | 60 | 40 | 100 | 3 |
| **BVCGD313** | Visual Effects and Photo Editing (Photoshop) | 6 | 60 | 40 | 100 | 3 |
| **BVCGD314** | Fundamentals of PageMaker | 6 | 60 | 40 | 100 | 3 |
| **BVCGD315** | Practical Training – II | 6 | 50 | 50 | 100 | 3 |
| **Total** |  | **30** | **290** | **210** | **500** |  |

1. The breakup of marks for the practical will be as under:

|  |  |  |
| --- | --- | --- |
| i. | Internal Assessment | 50 Marks |
| ii. | Viva Voce (External Evaluation) | 20 Marks |
| iii. | Lab Record Program Development and Execution(External Evaluation) | 30 Marks |

1. The breakup of marks for the internal assessment for theory Subjects will be as under:

|  |  |  |
| --- | --- | --- |
|  | Average of Both Mid Semester Tests / Internal Examinations | 16 Marks |
|  | Attendance | 8 Marks |
|  | Written Assignment/Project Work etc. | 16Marks |

##### **OUTLINE OF PAPERS AND TESTS**

**FOR**

**B. VOC. COMPUTER GRAPHIC DESIGNING Second Year (4th Semester)**

**(2019-20, 2020-21 and 2021-22 Sessions)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Code** | **Title of Paper** | **Credits** | **University Examination** | **Internal Assessment** | **Max. Marks** | **Exam. Duration Hours** |
| **BVCGD411** | Punjabi – II | 6 | 60 | 40 | 100 | 3 |
| **BVCGD412** | Graphic Design Principles | 6 | 60 | 40 | 100 | 3 |
| **BVCGD413** | Fundamentals of Corel Graphics | 6 | 60 | 40 | 100 | 3 |
| **BVCGD414** | Fundamentals of Advertising | 6 | 60 | 40 | 100 | 3 |
| **BVCGD415** | Minor Project - II | 6 | 50 | 50 | 100 | 3 |
| **BVCGD416** | Environment | 6 | 70 | 30 | 100 | 3 |
|  |  |  | **360** | **240** | **600** |  |

1. The breakup of marks for the practicalwill be as under:

|  |  |  |
| --- | --- | --- |
| i. | Internal Assessment | 50 Marks |
| ii. | Viva Voce (External Evaluation) | 20 Marks |
| iii. | Lab Record Program Development and Execution(External Evaluation) | 30 Marks |

1. The breakup of marks for the internal assessment for theory Subjects will be as under:

|  |  |  |
| --- | --- | --- |
|  | Average of Both Mid Semester Tests / Internal Examinations | 16 Marks |
|  | Attendance | 8 Marks |
|  | Written Assignment/Project Work etc. | 16 Marks |

##### \* Only those students who have not studied Punjabi up to matriculation can opt for Elementary Punjabi. The code for the paper is same.

\*\* B. VSD-128: Drug Abuse : Problem, Management and Prevention is a compulsory qualifying paper as per university guidelines, the marks for this paper are not counted for the total marks for the degree.

|  |
| --- |
| **B. Voc. Computer Graphic Designing** |
| **Second Year (3rd Semester)** |

**B.VCGD-311 FUNCTIONAL ENGLISH**

**WRITING SKILLS AND FUNCTIONAL GRAMMAR**

**Max. Marks : 75 Marks Max.Time : 3hrs**

**Min. Pass Marks : 35% Lectures to be delivered: 55-65 Hrs**

**Objectives:**

(1) To provide an opportunity to students to improve their writing skills.

(2) To enable students to learn certain basic grammatical concepts in a non- prescriptive manner.

(3) To help students grasp grammatical categories and their usage.

**UNIT-I**

**UNIT-I** of the paper shall deal with **Writing Skills** and shall carry a weightage of 23 marks. This part shall consist of three questions carrying 08+08+07=23 marks.

1. Letter-Writing, with internal choice between personal and business letters. (08 Marks)

2. Dialogue-Writing (Transcoding one given prose passage into dialogue form). (08 Marks)

3. Developing one short story on the basis of the hints provided.

(With internal alternative) (07 Marks)

**UNIT-II**

UNIT-II of the paper shall deal with **Functional Grammar** and shall carry a weightage of 22 marks. For UNIT-II, the Units 59 to 100 of **Collins Cobuild Student's Grammar Practice Material** by Dave Willis, Classroom Edition, (Harper Collins Publishers, India) are prescribed. There shall be three questions carrying 08+07+07=22 marks.

4. One question with internal alternative shall be set from among Units 59 to 80 of the prescribed book. (08 Marks)

5. One question with internal alternative shall be set from among Units 81 to 100 of the prescribed book. (07 Marks)

**Note**: At least 5 marks in each of these questions shall be allocated to test the students on the basis of the practice exercises given with the prescribed units.

6. Translation from Punjabi/Hindi into English. The focus shall be on non-literal translation where essence of the given piece is sought to be retained. Only one paragraph comprising twelve sentences shall be set. (07 Marks)

**UNIT-III**

UNIT-III shall be common to both Writing Skills and Functional Grammar and shall carry a weightage of 30 marks. UNIT-III shall have two questions carrying 16+14=30 marks. There shall be no internal alternative of choice thereof in any of the questions in this section.

7. One question of ten sentences shall be set from among Units 59 to 80 of **Collins Cobuild Student's Grammar**. These sentences shall be based on the practice exercises accompanying the prescribed units. 10x1= 10 Marks

8. One question of ten sentences shall be set from among Units 81 to 100 of **Collins Cobuild Student's Grammar**. These sentences shall be based on the practice exercises accompanying the prescribed units. 10x1= 10 Marks

9. Write a report of about 250 words on any one of the given two topics. 5x1= 5 Marks

10. Write a paragraph of about 250 words on any one of the given two topics. 5x1= 5 Marks

**PRESCRIBED BOOKS**

1. **The Written Word** by Vandana R. Singh, Oxford University Press, New Delhi, 2003.

2. **Collins Cobuild Student's Grammar**, Practice Material by Dave Willis. Classroom Edition, Harper Collins Publishers, India, 1991, Third Impression, 1994.

**B.VCGD—312 Fundamentals of Printing Technologies**

**Max Marks: 60** **Maximum Time: 3 Hrs.**

**Min Pass Marks: 35% Lectures to be delivered: 55-65 Hrs.**

**Instructions for the paper setter**

The question paper will consist of three sections A, B and C. Each of sections A and B will have four questions from the respective sections of the syllabus and each question carry 9 marks. Section C will consist of one compulsory question having 12 parts of short-answer type covering the entire syllabus uniformly and each question will carry 2 marks.

**Instructions for the candidates**

Candidates are required to attempt two questions each from section A and B and the entire section C.

**SECTION A**

1.History:Brief history of printing in the Western Countries and in India from the time of Gutenberg's invention of movable type. A brief survey of the evolution of printing processes and methods from a craft to the present day sophisticated technology.

2.Brief Introduction of Printing Industry in India-Scope and total printing capacity. Participation at international level

3.Basic operations in printing :Pre press, press and post press operations.

4.Printing Processes: Introduction to printing processes, basic principles, characteristics, identification and applications of letterpress, flexography,lithography and offset, gravure, screen printing etc. General principles of printing Surface preparation for these processes. Modes of taking impressions. Suitability & limitations of various processes of printing.

5.LetterPress Printing Machines: Introduction to letter press printing machines,classification of letterpress printing machines, types of platen, cylinder and rotary machines; their mechanical and operational features and uses; merits and demerits.

**SECTION B**

6.Rollers: Different kinds of printing machine rollers, their types, manufacture, care and maintenance.

7.Running Defects: Common printing faults, causes and their remedies.

8.Screen Printing: History of Screen Printing, Stencils - Their kinds and methods of preparation.Screenmaterials. Screens - multifilament, mono filaments, Selecting mesh material, stretching screenfabric to frame, screen preparation, screen reclamation - Trouble shooting clogged screens. Care and storage of screens. Image transfer – The squeegee, Squeegee considerations, squeegee preparation, hardness categories of squeegee blades, Variety of blade, its shape and application. Screen ink- its kinds and uses for different substrates and drying methods.

9.Screen Printing Machines: Their kinds and working principles and methods. Method of halftone preparation for screen printing. Drying Equipments- Drying racks, wicket dryers, Jet dryers, Infrared dryers, Ultraviolet dryers. Flocking process.

10.Screen Printing Substrates: Introduction, Paper and Paper board, Wood, Textiles, Plastics, Metals, Ceramics and glass. Specialized Areas - Printed circuit boards of screen printing.

**Reference Books:**

1. Letter Press Printing Part 1, 2, By C.S. Misra

2. Printing Technology By Adams, Faux, Rieber

3. Screen Printing Review By Babett Magee

4. Screen Printing By John Stephens

**B.VCGD—313 Visual Effects and Photo Editing (Photoshop)**

**Max Marks: 60** **Maximum Time: 3 Hrs.**

**Min Pass Marks: 35% Lectures to be delivered: 55-65 Hrs.**

**Instructions for the paper setter**

The question paper will consist of three sections A, B and C. Each of sections A and B will have four questions from the respective sections of the syllabus and each question carry 9 marks. Section C will consist of one compulsory question having 12 parts of short-answer type covering the entire syllabus uniformly and each question will carry 2 marks.

**Instructions for the candidates**

Candidates are required to attempt two questions each from section A and B and the entire section C.

**SECTION A**

Navigating Photoshop CC Workspace, Tools, and Panels Opening an existing document in Mini Bridge Discovering the Tools panel Accessing tools and their options Using panels Customizing your panels Hidden tools Navigating the image area Using the Zoom features Maximizing productivity with screen modes

Organizing and Managing your Files with Adobe Bridge Navigating through Bridge Using folders in Adobe Bridge Making a Favorite Creating and locating metadata Opening a file from Adobe Bridge Searching for files using Adobe Bridge Saving a Collection Automation tools in Adobe Bridge

Making Selective Changes in Photoshop CC The importance of a good selection Using the Marquee tools Changing a selection into a layer Working with the Magic Wand tool The Lasso tool Adding to and subtracting from selections Adding to and deleting from the selection Saving a selection Feathering a selection Using the Quick Selection tool Making difficult selections with the Refine Edge feature Using Quick Mask Copying and pasting a selection Using the Pen tool for selections Converting a path to a selection

**SECTION-B**

Painting and Retouching Setting up your color settings Color primer Understanding color gamut. The RGB color model The CMYK color model Editing color settings Selecting colors Starting to paint Using the Color panel Using the Brush tool Changing opacity Using the Brush Presets Using the Airbrush feature Applying color to an image Changing blending modes. The Eyedropper tool Retouching images Using the Clone Stamp tool Repairing fold lines The History panel The Spot Healing Brush The Healing Brush Using the Patch tool Using the Clone Source panel Cloning from another source

Color Correcting an Image Choosing your color settings Working in RGB Reading a histogram Making the Curve adjustment Defining the highlight and shadow. Locating the White and Black Point Inputting the white and black point values Adjusting the midtones Setting the neutral Sharpening your image Taking care of red eye Using the Camera Raw plug-in Using Camera Raw controls Saving a DNG file Reopening a DNG file Adobe Photoshop.

Using Content-Aware Tools in Photoshop Adding image area Viewing the on-screen ruler Converting the Background into a layer Scaling the background Content-Aware Fill Content-Aware Move Content–Aware retouching

Introduction to Photoshop Layers Discovering layers Selecting layers Moving layers Changing the visibility of a layer Using masks in a layer Preserve transparency Creating a composition Moving images in from other documents Creating a layer mask. Editing the layer mask Cloning layers Aligning and distributing layers Applying filters to layers Creating a type layer Applying a layer style Creating a clipping mask Filtering your layers

**Books:**

1. Adobe Photoshop 7.0 Class Room Book by Adobe System Inc.
2. [Adobe Photoshop 7.0: Studio Techniques by Ben Willmore](https://books.google.co.th/books?id=G1ve8Sdh35sC&q=books+for+photoshop&dq=books+for+photoshop&hl=en&sa=X&ved=0ahUKEwiw14DT9fvgAhVDVisKHdiGBI8Q6AEIPzAE)
3. [Adobe Photoshop CC For Dummies by Peter Bauer](https://books.google.co.th/books?id=5KVFDwAAQBAJ&printsec=frontcover&dq=books+for+photoshop&hl=en&sa=X&ved=0ahUKEwiw14DT9fvgAhVDVisKHdiGBI8Q6AEIRjAF)

**B.VCGD—314 Fundamentals of PageMaker**

**Max Marks: 60** **Maximum Time: 3 Hrs.**

**Min Pass Marks: 35% Lectures to be delivered: 55-65 Hrs.**

**Instructions for the paper setter**

The question paper will consist of three sections A, B and C. Each of sections A and B will have four questions from the respective sections of the syllabus and each question carry 9 marks. Section C will consist of one compulsory question having 12 parts of short-answer type covering the entire syllabus uniformly and each question will carry 2 marks.

**Instructions for the candidates**

Candidates are required to attempt two questions each from section A and B and the entire section C.

**Section A**

1. PAGEMAKER BASICS: Starting PageMaker, PageMaker Window Elements, Viewing the Page, Floating Palettes, Toolbox, Using the Zoom Tool, Using the Rulers, Displaying the Rulers, Using the Revert Feature.

2. WORKING WITH A PUBLICATION: Opening a Publication, Creating a New Document, Setting the Margins, Setting the Page Size, Setting the Page Orientation, The Page Icons, Displaying Master Pages and Master Page Items, Inserting and Removing Pages, Inserting a Page, Removing a Page, Setting Page Numbers, Saving a New Document, Saving an Existing Document, Saving a Document as Another Document, Closing a Document.

3. DRAWING TOOLS: The Line Tool, The Oval Tool, Rectangle Tool, Polygon Tool, Changing the Shape of Rectangle, Changing Strokes and Fills, Deleting an Object, Duplicating an Object.

4. THE TEXT TOOL: Introduction, Using the Text Tool, Creating Text From Scratch, The Manual Text Icon, The Autoflow Text Icon, Text Blocks, Sizing and Positioning Text Blocks, Editing and Manipulating Text, Threading and Unthreading Text, Threading Additional Text, Threading Text to a Different Page, Unthreading Text Blocks, Rethreading Text Blocks.

5. IMPORTING GRAPHICS: Introduction, Placing Graphics, Placing in-Line Graphics, Converting an Independent Graphic to an In-Line Graphic, Aligning In-Line Graphics, Sizing Graphics, Cropping Graphics, Object Linking and Embedding (OLE), Setting Up an OLE Liked Object, Embedding an OLE Object, Text Wrap.

6. TRANSFORMATIONS: Introduction, Using the Control Palette, Control Palette Basics, Modifying Objects by Adjusting Values, Using the Reference-Point Proxy, Setting Measurement and Nudge Preferences, Moving Objects, Rotating an Object, Reflecting an Object, Skewing an Object, Removing Transformation, Aligning and Distributing Objects, Grouping and Ungrouping, Rules for Grouping Objects, Changing the Staking Order of Objects, Locking Objects.

7. UTILITIES: Creating PDF Files with Acrobat, Creating an Adobe Acrobat File, Font Issues, Managing Automatic Hypertext Links, Using the Tables Editor, Setting Adobe Table Defaults, Adobe Table Preferences, Typing, Editing and Formatting Text in Adobe Table, Formatting Text in a Table, Exporting and Saving Adobe Tables, Exporting Tables from Adobe Table, Exporting a Table as Text, Exporting a Table as a Graphic, Saving Adobe Tables, Importing and Updating Table, Sorting Pages, Balancing Columns, Create Keyline, Bullets and Numbering, Add Continued Line.

**Section B**

8. MASTER PAGES: Creating Master Pages, Setting Up Pages, Numbering Pages, Adding Page Numbers, Adding a Prefix to Page Numbers, Numbering pages within a book, Setting Margins, Setting Print-related Document Setup Options, Resizing 1-bit Bitmap Images, Column Guides, Setting Up Ruler Guides, Revising, Deleting and Renaming Masters, Removing Master Page Formatting, Displaying Master Pages and Master Page Items, Showing Master Pages, About the Adjust Layout Option.

9. WORKING WITH LARGE AMOUNT OF TEXTS: Introduction, Character Specifications, Paragraph Specifications, Changing Indents, Paragraph Spaces, Alignment, Adding Lines Above or Below Your Paragraphs, Indent/Tabs, Hyphenation, Grid Manager.

10. THE STORY EDITOR: Introduction, Using the Story Editor, Starting at a Particular Spot in a Story, Placing the Story, Returning to an Open Story Window, Creating and Editing Text in Story Editor, Managing Story Editor Windows, Story Editor Preferences, Navigating through Text, Using the Key Board, Selecting Text, Cutting, Copying, Deleting and Pasting Text, Using the Spelling Checker, Starting the Speller, Adding Words to Dictionaries, Using Find and Change, The Find Feature, Searching with Wildcard Characters, Searching for Phrases, Searching for Special Attributes, Positioning the Find Dialog Box, Using the Change Feature, Replacing Text, Replacing Special Attributes, Story Editor and Layout Views.

11. PAGEMAKER STYLE SHEETS: Introduction, Defining Styles, Creating New Styles, Editing Styles, Removing Styles, Copying Styles, Applying Styles to Text, Changing Styles, Modifying Styles Text.

12. LONG DOCUMENTS FEATURES: Compiling Chapters into a Book, Preparing the Book, Combing the Chapters, Numbering Pages, Restarting Page Numbering, Creating a Table of Contents.

13. WORKING WITH FRAMES: Introduction, Creating Frames, Editing Frames, Setting the Frame Options, Using Frames with Text, Threading Text Frames, Converting Other Objects to Frames, Text Frames.

14. WORKING WITH LAYERS: Introduction, The Layers Palette, Creating a New Layer, Moving Objects From One Layer to Another, Moving Layers, Locking Layers, Deleting Layers.

**TEXT BOOKS:**

1. ADOBE PAGEMAKER - Shashank Jain & Satish Jain .

SUGGESTED FURTHER READINGS:

1. PAGEMAKER COMPLETE – R. Shamms Mortier, Rick Wallace, Rick Wallace, Phil Gaskill, Richard Romano, Carla Rose, Ellen Wixted

2. DESKTOP PUBLISHING ON PC – M.C. Sharma

3. PAGEMAKER FOR WINDOWS – Ted Alspach

**B.VCGD—315 Software Lab based on BVCGD 313, 314**

**Maximum Marks: 40 Maximum Time: 3 Hrs.**

**Minimum Pass Marks: 35% Practical Units to be conducted: 45-55 Hrs**

* Practical Training of Photoshop.
* Practical Training of PageMaker

|  |  |  |
| --- | --- | --- |
|  | **B. Voc. Computer Graphic Designing**  **Year II Semester IV** |  |
| BVCGD 411 | Punjabi Compulsory – II |  |

(ਸਮੈਸਟਰ ਤੀਜਾ)

e[b nze L 100 ft;a/ ftu'A gk; j'D bJh nze L 35

nzdo{Bh w[bKeD L 25 nze nzdo{Bh w[bKeD ftu'A gk; j'D bJh nze L 09

pkjoh gohfynkL 75 nze pkjoh gohfynk ftu'A gk; j'D bJh nze L 26

;wK L 3 xzN/ (nfXnkgBL 6 ghohnv gqsh jcask)

**ਪਾਠਕ੍ਰਮ ਅਤੇ ਪ੍ਰਸ਼ਨ-ਪੱਤਰ ਦੀ ਰੂਪ-ਰੇਖਾ**

Gkr^T

ਨਿਰਧਾਰਤ ਪੁਸਤਕ : ਪੰਜਾਬੀ ਦੀ ਪਾਠ ਪੁਸਤਕ, ਪ੍ਰੋ. ਬਲਦੇਵ ਸਿੰਘ ਚੀਮਾ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਉਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, (ਇਸ ਪੁਸਤਕ ਵਿੱਚੋਂ ਕੇਵਲ ਕਵਿਤਾ ਵਾਲਾ ਭਾਗ ਇਸ ਸਮੈਸਟਰ ਦੇ ਸਿਲੇਬਸ ਵਜੋਂ ਪੜ੍ਹਿਆ ਜਾਣਾ ਹੈ)

Gkr^n

ਅ-1 L ਵਿਸ਼ਰਾਮ ਚਿੰਨ ਦੀ ਵਰਤੋ

ਅ-2 ਸ਼ਬਦ ਜੋੜਾਂ ਦੀ ਸੁਧਾਈ

ਅ-3 ਪੈਰ੍ਹਾ ਰਚਨਾ : ਵਿਦਿਅਕ ਜਾਂ ਸੈਰ ਸਪਾਟੇ ਨਾਲ ਸਬੰਧਤ

ਭਾਗ-ੲ

ੳਪਰੋਕਤ ਪਾਠਕ੍ਰਮ ਤੇ ਅਧਾਰਤ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ ।

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈੱਟਰ ਲਈ ਹਦਾਇਤਾਂ**

1. ਵਿਦਿਆਰਥੀਆਂ ਨੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਤੇ ਗੁਰਮੁਖੀ ਲਿਪੀ ਦਾ ਮੁਢਲਾ ਗਿਆਨ ਪ੍ਰਾਪਤ ਕੀਤਾ ਹੈ । ਇਸ ਲਈ ਵਿਦਿਆਰਥੀਆਂ ਦੇ ਭਾਸ਼ਾ ਅਤੇ ਲਿਪੀ ਦੇ ਗਿਆਨ ਨੂੰ ਧਿਆਨ ਵਿਚ ਰਖਦਿਆਂ ਸਰਲ, ਸਪਸ਼ਟ ਅਤੇ ਛੋਟੇ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ ।

2H ਸਾਰੇ ਭਾਗਾਂ ਵਿੱਚੋਂ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ ।

3. ਸਰਲ ਅਤੇ ਸ਼ਪਸਟ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ ।

4. ਵਰਣਾਤਮਕ ਪ੍ਰਸ਼ਨ ਨਾ ਪੁੱਛੇ ਜਾਣ ।

5. ਲੋੜ ਅਨੁਸਾਰ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਛੋਟ ਜਾਂ ਚੋਣ ਦੇਣੀ ਲਾਜ਼ਮੀ ਹੈ ।

6. ਭਾਗ ੳ ਵਿੱਚੋਂ ਕਿਸੇ ਕਵਿਤਾ ਦੇ ਸਰਲ ਅਰਥ ਜਾਂ ਸਾਰ (ਪੰਜ ਵਿੱਚੋਂ ਦੋ) 2X05=10 ਅੰਕ

7. ਕਿਸੇ ਕਾਵਿ ਟੁਕੜੇ ਤੇ ਭਾਵ ਅਰਥ (ਤਿੰਨ ਵਿੱਚੋਂ ਇਕ) 05 ਅੰਕ

8. 15 ਸਬਦ ਦੇ ਕੇ 10 ਸ਼ਬਦਾਂ ਦੇ ਸਬਦ ਜੋੜ ਸੁੱਧ ਕਰਨੇ 10 ਅੰਕ

9. ਕਿਸੇ ਦਿੱਤੇ ਪੈਰੇ ਜਾਂ ਵਾਕਾਂ ਵਿਚ ਵਿਸ਼ਰਾਮ ਚਿੰਨਾਂ ਦੀ ਵਰਤੋ 10 ਅੰਕ

10. ਵਿਦਿਆਰਥੀਆਂ ਦੇ ਜੀਵਨ ਦੇ ਕਿਸੇ ਆਮ ਵਿਸੇ ਨਾਲ ਸਬੰਧਿਤ ਪੈਰ੍ਹਾ ਰਚਨਾ 10 ਅੰਕ

11. ਭਾਗ ੲ ਵਿਚ ਪਾਠ ਪੁਸਤਕ (ਕਵਿਤਾਵਾਂ) ਤੇ ਆਧਾਰਤ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ 15 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ । ਵਿਦਿਆਰਥੀ ਨੇ ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹੋਣਗੇ । ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦਾ ਉੱਤਰ 3-4 ਸਤਰਾਂ ਵਿਚ ਦੇਣਾ ਹੋਵੇਗਾ । ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ 15X02=30 ਅੰਕ

|  |  |  |
| --- | --- | --- |
| **BVCGD 412** | Graphic Design Principles |  |

**Max Marks: 60** **Maximum Time: 3 Hrs.**

**Min Pass Marks: 35% Lectures to be delivered: 55-65 Hrs.**

**Instructions for the paper setter**

The question paper will consist of three sections A, B and C. Each of sections A and B will have four questions from the respective sections of the syllabus and each question carry 9 marks. Section C will consist of one compulsory question having 12 parts of short-answer type covering the entire syllabus uniformly and each question will carry 2 marks.

**Instructions for the candidates**

Candidates are required to attempt two questions each from section A and B and the entire section C.

**SECTION A**

Introduction to computer Graphics systems, components of interactive computer graphics system, Application areas.

Video Display Devices: Refresh cathode -ray tube, raster scan displays, random scan displays, colour CRT-monitors, direct view storage tube, flat-panel displays, 3-D viewing devices, virtual reality, raster scan systems, random scan systems, graphics monitors and workstations.

Scan conversion algorithms for line, circle and ellipse, Bresenham’s algorithms, area filling techniques, character generation.

2-dimensional Graphics: Cartesian and Homogeneous co-ordinate system, Geometric transformations (translation, Scaling, Rotation, Reflection, Shearing), Composite transformations, affine transformation, Two dimensional viewing transformation and clipping (line, polygon and text).

**SECTION B**

3-dimensional Graphics: Geometric transformations (translation, Scaling, Rotation, Reflection, Shearing), Composite transformations, Mathematics of Projections (parallel & perspective). 3-D viewing transformations and clipping.

Hidden line and surface elimination algorithms, z-buffer, scan-line, sub-division, Painter's algorithm.

Illumination Models: Diffuse reflection, Specular reflection, refracted light, texture surface patterns, Halftoning, Dithering.

Surface Rendering Methods: Constant Intensity method, Gouraud Shading, Phong Shading.

**Reference Books :**

1. D. Hearn and M.P. Baker, “Computer Graphics”, PHI New Delhi; Second Edition, 1995.

2. J.D. Foley, A.V. Dam, S.K. Feiner, J.F. Hughes,. R.L Phillips, ”Introduction to Computer Graphics”, Addison-Wesley Publishing company, N.Y.; Second Edition,1994.

3. R.A. Plastock and G. Kalley, “Computer Graphics”, McGraw Hill, 1986.

|  |  |  |
| --- | --- | --- |
| **BVCGD 413** | Fundamentals of Corel Graphics |  |

**Max Marks: 60** **Maximum Time: 3 Hrs.**

**Min Pass Marks: 35% Lectures to be delivered: 55-65 Hrs.**

**Instructions for the paper setter**

The question paper will consist of three sections A, B and C. Each of sections A and B will have four questions from the respective sections of the syllabus and each question carry 9 marks. Section C will consist of one compulsory question having 12 parts of short-answer type covering the entire syllabus uniformly and each question will carry 2 marks.

**Instructions for the candidates**

Candidates are required to attempt two questions each from section A and B and the entire section C.

**SECTION A**

Corel Photo Paint: Getting started with Corel Photo Paint. Introduction to Photo Paint, Features of Photo Paint, Image development and its manipulation, use selection tool for modification of digital images. Creating raster and vector images. Use of layers and masks within the context of modifying digital images incorporating text or vector drawing on a digital image, fix, restore and improve digital image. Using Corel Trace

**SECTION B**

COREL DRAW Getting started with Corel Draw Introduction to Corel Draw Features of Corel Draw Corel Draw Interface Tool Box Common Tasks Drawing and Coloring Introduction Selecting Objects Creating Basic Shapes Reshaping Objects Organising objects Applying color fills and Outlines Mastering with Text Introduction Text Tool Artistic and paragraph text Formatting Text Embedding Objects into text Wrapping Text around Object Linking Text to Objects Applying Effects Introduction Power of Blends Distortion Contour Effects Envelopes Lens effects Transparency Creating Depth Effects Power Clips Working with Bitmap Commands Introduction Working with Bitmaps Editing Bitmaps Applying effects on Bitmaps Printing

**Books:**

1. [CorelDRAW X8: The Official Guide, by Gary David Bouton](https://books.google.co.th/books?id=mDjmDQAAQBAJ&q=books+for+coreldraw&dq=books+for+coreldraw&hl=en&sa=X&ved=0ahUKEwjSzsKm9_vgAhWVeysKHYGXBRsQ6AEIKDAA)
2. [[CorelDRAW! for Dummies, by](https://books.google.co.th/books?id=mDjmDQAAQBAJ&q=books+for+coreldraw&dq=books+for+coreldraw&hl=en&sa=X&ved=0ahUKEwjSzsKm9_vgAhWVeysKHYGXBRsQ6AEIKDAA) [[Deke McClelland](https://books.google.co.th/books?id=mDjmDQAAQBAJ&q=books+for+coreldraw&dq=books+for+coreldraw&hl=en&sa=X&ved=0ahUKEwjSzsKm9_vgAhWVeysKHYGXBRsQ6AEIKDAA)](https://www.google.co.th/search?tbo=p&tbm=bks&q=inauthor:%22Deke+McClelland%22)](https://books.google.co.th/books?id=k8VW_WGbnk8C&q=books+for+coreldraw&dq=books+for+coreldraw&hl=en&sa=X&ved=0ahUKEwjSzsKm9_vgAhWVeysKHYGXBRsQ6AEILjAB)
3. [[Coreldraw X4 In Simple Steps,](https://books.google.co.th/books?id=mDjmDQAAQBAJ&q=books+for+coreldraw&dq=books+for+coreldraw&hl=en&sa=X&ved=0ahUKEwjSzsKm9_vgAhWVeysKHYGXBRsQ6AEIKDAA) [[Kogent Solutions Inc.](https://books.google.co.th/books?id=mDjmDQAAQBAJ&q=books+for+coreldraw&dq=books+for+coreldraw&hl=en&sa=X&ved=0ahUKEwjSzsKm9_vgAhWVeysKHYGXBRsQ6AEIKDAA)](https://www.google.com/search?sa=X&biw=1366&bih=657&tbm=bks&tbm=bks&q=inauthor:%22Kogent+Solutions+Inc.%22&ved=0ahUKEwiSxqmS-PvgAhUES48KHZEjBTcQ9AgIKjAA)](https://books.google.co.th/books?id=8FAyIV8C5vIC&printsec=frontcover&dq=books+for+coreldraw&hl=en&sa=X&ved=0ahUKEwjSzsKm9_vgAhWVeysKHYGXBRsQ6AEITjAH)

|  |  |  |
| --- | --- | --- |
| **BVCGD 414** | Fundamentals of Advertising | **6** |

**Max Marks: 60** **Maximum Time: 3 Hrs.**

**Min Pass Marks: 35% Lectures to be delivered: 55-65 Hrs.**

**Instructions for the paper setter**

The question paper will consist of three sections A, B and C. Each of sections A and B will have four questions from the respective sections of the syllabus and each question carry 9 marks. Section C will consist of one compulsory question having 12 parts of short-answer type covering the entire syllabus uniformly and each question will carry 2 marks.

**Instructions for the candidates**

Candidates are required to attempt two questions each from section A and B and the entire section C.

**SECTION-A**

Definition, Importance and Functions of Advertising.

Importance of Advertising in Modern Marketing, Role of Advertising in the National Economy.

Types of Advertising: Commercial, Non-commercial, Primary demand and Selective Demand,

Classified and Display advertising, Comparative advertising , Co-operative advertising.

PACT and DAGMAR Approaches

Setting of Advertising Objectives.

Advertising Appeals.

Advertising message: Preparing an affective advertising Copy: Elements of a Print Copy: Headlines

illustration, body copy, slogan, logo, seal, role of colour. Elements of Broadcast copy.

Advertising Budget: Affordable Method, Per unit Method, Percentage Method, Competitive parity

and Task objective Method. Importance of Budgeting.

**Section B**

Advertising media- Types of Media

Print Media (Newspaper & Magazines, Pamphlets, Posters & Brochures),

Electronic Media(Radio, Television , Audio Visual Cassettes), Other Media (Direct Mail,

Outdoor Media), Characteristics, merits &

Demerits of above media, media scenes in India,

Problems of reaching in rural audience and markets.

Exhibitions & Melas. Press Conference.

Media Planning, Selection of Media Category. Their reach, frequency & impact, Cost and

Other Factors influencing the choice of Media.

Media Scheduling, Evaluation of Advertising effectiveness.

Importance and difficulties, Methods of measuring advertising effectiveness, Pre-testing and

Post testing

Regulation of advertising in India, Misleading and deceptive advertising & false claims.

Advertising Agencies: their role, Functions, Organization and Importance.

**Books:**

1. Advertising and Promotion : An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education.
2. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall
3. [Advertising and Sales Management by](https://books.google.co.th/books?id=fESmAwAAQBAJ&printsec=frontcover&dq=sales+and+advertisement+management+by+santakhi&hl=en&sa=X&ved=0ahUKEwjbwNiG-vvgAhWLLI8KHWI8A-MQ6AEIKjAA) [[Mukesh Trehan](https://books.google.co.th/books?id=fESmAwAAQBAJ&printsec=frontcover&dq=sales+and+advertisement+management+by+santakhi&hl=en&sa=X&ved=0ahUKEwjbwNiG-vvgAhWLLI8KHWI8A-MQ6AEIKjAA)](https://www.google.com/search?biw=1366&bih=657&tbm=bks&tbm=bks&q=inauthor:%22Mukesh+Trehan%22&sa=X&ved=0ahUKEwjbwNiG-vvgAhWLLI8KHWI8A-MQ9AgILDAA)[, ‎](https://books.google.co.th/books?id=fESmAwAAQBAJ&printsec=frontcover&dq=sales+and+advertisement+management+by+santakhi&hl=en&sa=X&ved=0ahUKEwjbwNiG-vvgAhWLLI8KHWI8A-MQ6AEIKjAA)[[Ranju Trehan](https://books.google.co.th/books?id=fESmAwAAQBAJ&printsec=frontcover&dq=sales+and+advertisement+management+by+santakhi&hl=en&sa=X&ved=0ahUKEwjbwNiG-vvgAhWLLI8KHWI8A-MQ6AEIKjAA)](https://www.google.com/search?biw=1366&bih=657&tbm=bks&tbm=bks&q=inauthor:%22Ranju+Trehan%22&sa=X&ved=0ahUKEwjbwNiG-vvgAhWLLI8KHWI8A-MQ9AgILTAA), VK Global Publication Pvt. Ltd.
4. Foundations of Advertising: Theory & Practice, SA Chunawalla, Himalaya Publishing House,

**BVCGD415 MINOR PROJECT**

(Based on paper BVCGD 412: Computer Graphics and BVCGD 413 Corel Graphics)

**Max Marks: 100\* Maximum Time: 3 Hrs.**

**Min Pass Marks: 35% Practical Sessions to be conducted: 40-50 Hrs**

**\*The breakup of marks for the Minor Project will be as under:**

|  |  |  |
| --- | --- | --- |
| **i.** | **Internal Assessment** | **50 Marks** |
| **ii.** | **Viva Voce (External Evaluation)** | **20 Marks** |
| **iii.** | **Lab Record, Program Development and Execution (External Evaluation)** | **30 Marks** |

**BVCGD:416: Environmental and Road Safety Awareness (Qualifying Exam)**

Common Syllabus Supplied by Department of Zoology, Punjabi University, Patiala.